2012

BUAD 691-02 Global Strategic Thinking: Strategic Management Online

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Global Strategic Thinking (STRATEGIC MANAGEMENT) ONLINE
BUAD 691-02 (FRIDAY section): SPRING 2012

Williams College of Business Mission
“We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition”

Course Coordinator: Daewoo Park, Ph.D.
Office: 330 Smith Hall
Phone: 745-2028 (E-mail: parkd@xavier.edu)
Office Hours: Mon thru Fri 9:30 a.m. to 2 p.m. (also by appointment)

Prerequisites:
All core courses and final semester in program

Course Description:
This course attempts to understand why some firms achieve their objectives, grow, and attract resources while others stagnate, go bankrupt, or succumb to hostile takeovers. This course will attempt to provide the foundations of successful general management by focusing on the role, skills, and functions of the chief executive officer and other senior managers. This perspective requires viewing the corporation as a whole and analyzing its relationship with the environment and other organizations. It involves integrating a knowledge of the different functional areas such as finance, accounting, marketing, and organizational behavior/human resource management. To achieve the WCB mission and goals described above, this section of Buad 904 employs the most innovative and challenging learning approaches (Busimulation and Coopetition).

Texts:
Glo-Bus (GloBus) ($38.50 Registration required) (www.glo-bus.com)
MUST watch Video Tutorials.
27423-DPK-team letter OR 27424-DPK-team letter

Business Strategy Game (BSG) ($38.50 Registration required) (www.bsg-online.com)
MUST Video Tutorials.
27427-DPK-team letter OR 27428-DPK-team letter

HBS Simulations (Registration or Purchase required) (info available in Blackboard Course Info)

Evaluations:
Individual Course/Blackboard (including ETS TEST) participation 10 points
Minimum Blackboard participation:
2 HBR article discussion forums
3 SWOT case analysis discussion forums

Individual HBR article review (max. 5 pages – single spacing) 10 points
A summary of reading (2 to 4 pgs) & lessons learned (1 to 2 pgs)
Due date: April 30th, 2012
You can choose one article to review or multiple articles to integrate.
(HBR info available from Blackboard Course Document)
### Individual

**HBS Simulation Report (max. 5 pages)**

A summary of decisions/outcomes (2 to 4 pgs) & lessons learned (1 to 2 pgs)

*Due date: April 30th, 2012*

*You can choose 1 out of 5 HBS simulation options.*

*(HBS sim info available from Blackboard Course Information)*

**Sample Reports available in Blackboard Course Document**

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**Team (max. 4)**

**SWOT Analysis (max. 5 pages) & Commentary**

15 points

You can choose any target business to analyze (e.g., RedBox, Megabus, Vizio, Skyline Chili, P&G, GE, Starbucks, Dunkin, McDonald’s, etc.)

You need to email me your SWOT analysis 2 days before its scheduled posting.

(SWOT analysis will be posted in Blackboard Course Document; Case Discussion Forum will be opened in Blackboard Discussion Board)

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**Team (max. 4)**

**BSG Simulation Performance**

(w/ peer evaluation, Quiz 1 and Quiz 2)

30 points

**Team (max. 4)**

**GloBus Simulation Performance**

(w/ peer evaluation, Quiz 1 and Quiz 2)

25 points

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*For BSG and GloBus, entrepreneur option available (approval required): You will be the only person in your team.*

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**Total**

100 points

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The final grade will be determined as follows:  

- A (above 93 percentage)  
- A- (above 89 percentage)  
- B+ (above 85 percentage)  
- B (above 82 percentage)  
- B- (above 79 percentage)  
- C etc.

Cheating of any kind will result in a grade of F for the course: (example) using/submitting case/simulation report from other students (previous or current).

**BSG and GloBus Team Simulation Performance** will be determined using the followings: simulation scores and intragroup peer evaluations (team organization: max. 4 members in a team recommended).

**Course/Blackboard Participation/Contribution REQUIREMENT** includes active participation based on thorough preparation: *value-added* questions/comments vs. frequency of contacts.

### Schedule

**1/12 THURS**

Course Intro, Simulation Demonstrations & Team Organization

*(6 p.m. Smith 137 – next to MBA office: not required for out-of-state students)*

If you cannot attend 1/12 info class, you can attend 1/20 class (5:30 to 6:30 p.m. – Smith 137).

**1/20**

GloBus Online practice (Yr 6 & Yr 7)  

GloBus will be reset on 1/21.

Yr 6 processing at 8 p.m.  

Yr 7 processing at 10 p.m.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Year</th>
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</thead>
<tbody>
<tr>
<td>1/27</td>
<td>Blackboard Strategic Mgmt (SM) discussion forum participation Blue Ocean Strategy</td>
<td>GloBus Yr. 6</td>
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<tr>
<td></td>
<td>GloBus Quiz 1 Due</td>
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<td></td>
<td><strong>GloBus processing will be made at 8 p.m.</strong></td>
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<tr>
<td>2/3</td>
<td>Blackboard SM discussion forum participation Judo Strategy</td>
<td>GloBus Yr. 7</td>
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<tr>
<td>2/10</td>
<td>Blackboard SM discussion forum participation Strategy as Stretch and Leverage</td>
<td>GloBus Yr. 8</td>
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<td>2/17</td>
<td>Blackboard SM discussion forum participation The Secrets of Strategy Execution</td>
<td>GloBus Yr. 9</td>
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<td>2/24</td>
<td>Blackboard SM discussion forum participation</td>
<td>GloBus Yr. 10</td>
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<td><strong>GloBus Quiz 2 Due</strong></td>
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<tr>
<td>3/2</td>
<td>GloBus AAR (After Action Review; Blackboard)</td>
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<td>BSG Practice (Yr. 11 and Yr. 12) BSG will be reset on 3/3</td>
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<td>Yr.11 processing at 7 p.m.</td>
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<td>Yr.12 processing at 9 p.m.</td>
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<td>3/16</td>
<td>Case 1 (Blackboard Discussion Board) BSG Quiz 1 Due</td>
<td>BSG Yr. 11</td>
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<td><strong>BSG processing will be made at 8 p.m.</strong></td>
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<td>3/23</td>
<td>Case 2 (Blackboard)</td>
<td>BSG Yr. 12</td>
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<td>Case 3 (Blackboard)</td>
<td>BSG Yr. 13</td>
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<td>4/6</td>
<td>Case 4 (Blackboard)</td>
<td>BSG Yr. 14</td>
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<td>4/13</td>
<td>Case 5 (Blackboard)</td>
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<td>4/20</td>
<td>Case 6 (Blackboard)</td>
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<td>4/27</td>
<td>Case 7 (Blackboard)</td>
<td>BSG Quiz 2 Due</td>
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<td><strong>BSG Quiz 2 Due</strong></td>
<td>BSG Yr. 17</td>
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<td>5/4</td>
<td>ETS TEST (Smith 137  6 – 9 p.m.) - Requirement for all AACSB MBA graduates.</td>
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**Individual HBS simulation info (more details available from Blackboard Course Information area)**

- 1) GSCM (Global Supply Chain Mgmt) - online-based simulation
- 2) Small Business Strategy & Management Simulation – CD-based simulation
- 3) Balanced Scorecard – CD-based simulation
- 4) Building Service, Driving Profits - CD-based simulation